In the Claims

1. (Currently amended) A method comprising:

providing creating a key frame by instantiating a set of content description schemes and descriptions according to a key frame description scheme, the key frame description scheme comprising a list of KLV (key, length, value) attribute groups, each KLV attribute group comprising a key attribute that identifies a content description scheme data type, a length attribute that specifies a length for a value attribute, and the value attribute that incorporates further attributes used to instantiate the data type corresponding content description scheme, wherein a content description scheme comprises at least one of another content description scheme and a description; and

updating the key frame description by re-instantiating a content description scheme as a result of performing at least one of

modifying at least one the corresponding KLV attribute group by modifying one of the key attribute, the length attribute, and the value attribute, and modifying a weight value attached to at least one the corresponding KLV attribute group.

- 2. (Previously presented) The method of claim 1, further comprising:

 describing the KLV attribute groups in a universally recognizable format.
- 3. (Currently amended) The method of claim 1, further comprising:

 sending-receiving a command to change one of the key attribute, length attribute,
 and value attribute of the key frame description scheme.
- 4. (Previously presented) The method of claim 1, further comprising: assigning a weight value to at least one KLV attribute group.
- 5. (Previously presented) The method of claim 3, wherein the command is sent by one of a user, a client, and a server.

6. (Currently amended) An article comprising:

a storage medium including instructions stored thereon which when executed causes a computer system to perform a method comprising:

providing creating a key frame by instantiating a set of content description schemes and descriptions according to a key frame description scheme, the key frame description scheme comprising a list of KLV (key, length, value) attribute groups, each KLV attribute group comprising a key attribute that identifies a content description scheme data type, a length attribute that specifies a length for a value attribute, and the value attribute that incorporates further attributes used to instantiate the data type corresponding content description scheme, wherein a content description scheme comprises at least one of another content description scheme and a description;

updating the key frame description by re-instantiating a content description scheme as a result of performing at least one of

modifying at least one the corresponding KLV attribute group by modifying one of the key attribute, the length attribute, and the value attribute, and modifying a weight value attached to at least one the corresponding KLV attribute group.

- 7. (Previously presented) The article of claim 6, wherein the method further comprises: configuring a value attribute to reference a plurality of attributes.
- 8. (Previously presented) The article of claim 6, wherein the method further comprises: describing the KLV attribute groups in a universally recognizable format.
- 9. (Currently amended) The article of claim 6, wherein the method further comprises: sending receiving a command to change information in the key frame description.
- 10. (Previously presented) The article of claim 6, wherein the method further comprises: updating at least one of the further attributes.

- 11. (Previously presented) The article of claim 6, wherein the method further comprises: assigning a weighted value to at least one KLV attribute group.
- 12. (Previously presented) The article of claim 10, wherein the at least one of the further attributes is one of a syntax attribute and a semantic attribute.
- 13. (Currently amended) A computer system comprising:

a processor coupled to a memory, the memory having stored therein instructions which when executed by the processor cause the processor to generate data and to

access a set of KLV (key, length, value) attribute groups for a key frame description scheme that instantiate a set of content description schemes and descriptions for a key frame, each KLV attribute group comprising a key attribute that identifies a content description scheme data type, a value attribute that incorporates further attributes used to instantiate the data type corresponding content description scheme, and a length attribute that specifies a length for the value attribute, wherein a content description scheme comprises at least one of another content description scheme and a description, and

modify the key frame description as directed by one of a user, a client, and a server by re-instantiating a content description scheme; and

an interconnect coupled to the processor and the memory to allow the data to be transported between the memory and the processor.

- 14. (Previously presented) The system of claim 13, wherein the KLV attribute groups are described in a universally recognizable format.
- 15. (Currently amended) The system of claim 13, wherein the processor further receives a command from an input/output device to change information in the key frame description.
- 16. (Previously presented) The system of claim 13, wherein at least one KLV attribute group is assigned a weight value.

- 17. (Currently amended) The method of claim 1, wherein the further attributes comprise descriptions for the <u>content description scheme</u> data type.
- 18. (Currently amended) The article of claim 6, wherein the further attributes comprise descriptions for the <u>content description scheme</u> data type.
- 19. (Currently amended) The system of claim 13, wherein the further attributes comprise descriptions for the <u>content description scheme</u> data type.

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